

Amendments to the Specification:

Please replace paragraph [0033] with new paragraph [0033] edited as indicated, and replace paragraph [0040] with new paragraph [0040] edited as indicated wherein material to be inserted is in **bold and underline**, and material to be deleted is in ~~strikeout~~ and/or in [[double brackets]] if the deletion would be difficult to see.

[0033] Returning to FIG. 3, tracking system 36 associated with shopping environment 14 typically includes a tracking system computer 74 and a plurality of tracking sensors 76a-76d configured to track the position of shopper tag 80, non-shopper tag 81, environment tag 82, and product tag 84 within shopping environment 14. Sensors 76a-76d are configured to communicate signals to tracking system computer 74, via a communication link 86, which may be wired or wireless. Tracking system computer 74 is typically configured to analyze these signals and produce position data representing the path taken by the tags 80, 81, 82, and 84 throughout the shopping environment 14. Alternatively, it will be appreciated that cameras 78a-78d may be used instead of, or in addition to, sensors 76a-76d, and the shopper and non-shopper paths may be wholly or partially generated based on video or still images collected from these cameras. Typically, tracking system computer 74, purchase records computer 38, and computing device 12 (**Fig. 2**) are separate devices, however, it will be appreciated that the functions of one or more of these devices may be combined in a single device.

[0040] FIG. 4 shows exemplary shopper paths 92 and non-shopper paths 93 tracked by tracking system 36 (**Fig. 3**), within shopping environment 14. Shopper path 92a traverses only one aisle, while shopper path 92b traverses two aisles, and half-traverses a third. FIG. 5 shows exemplary shopper paths 92 tracked by tracking system 36 (**Fig. 3**) in shopping environment 14a, which includes a drive aisle 96. Path 92c enters entrance 99, heads half way up the drive aisle 96, and travels to a checkout register 98a to make a purchase, before leaving. Path 92d travels up the drive aisle 96, only to circle back through a side aisle and leave through entrance 99. Systems and methods for recognizing patterns in the paths are described in the above referenced co-pending U.S. patent applications, which have been incorporated by reference.